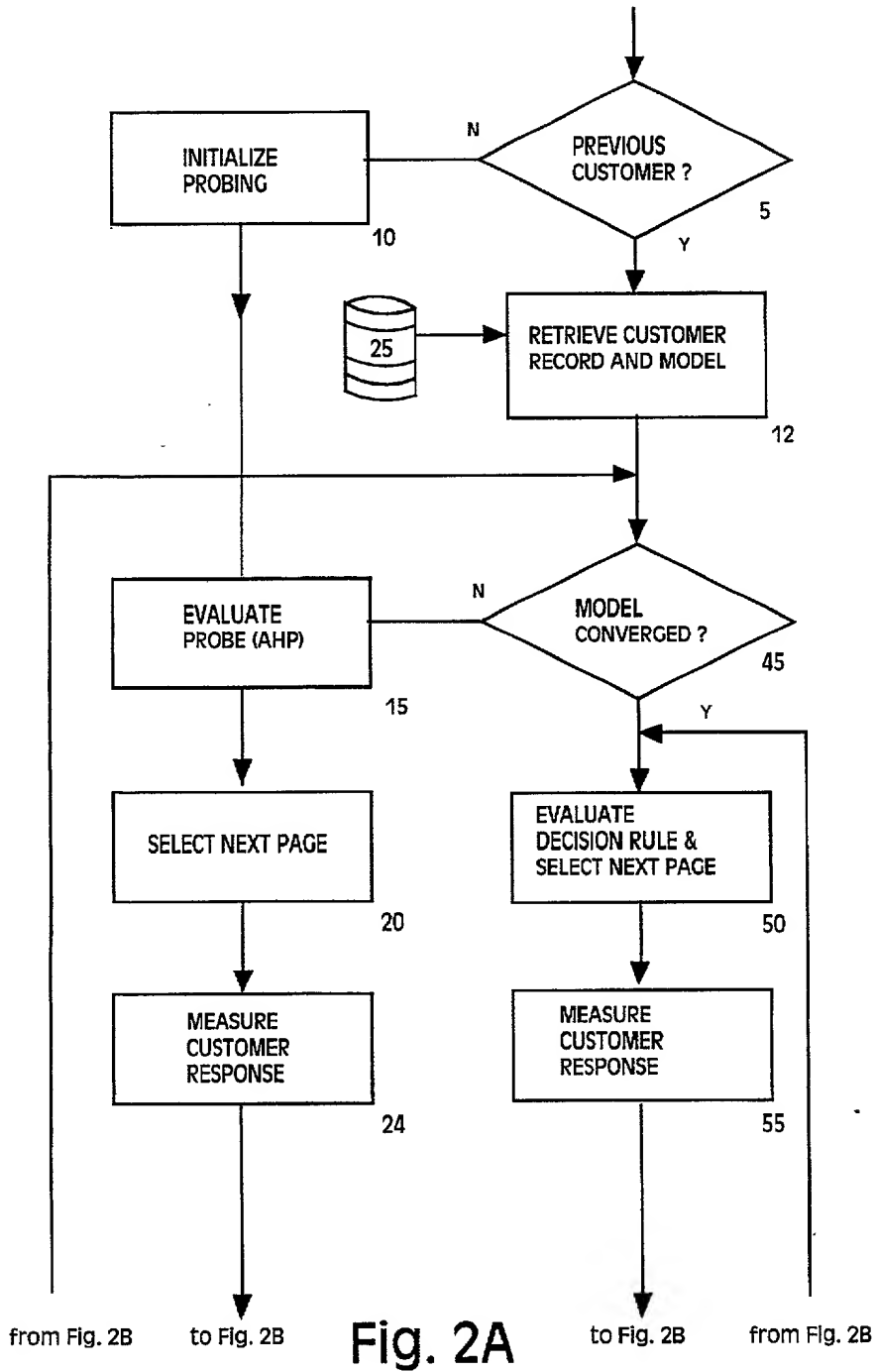


Fig. 1

2/11



3/11

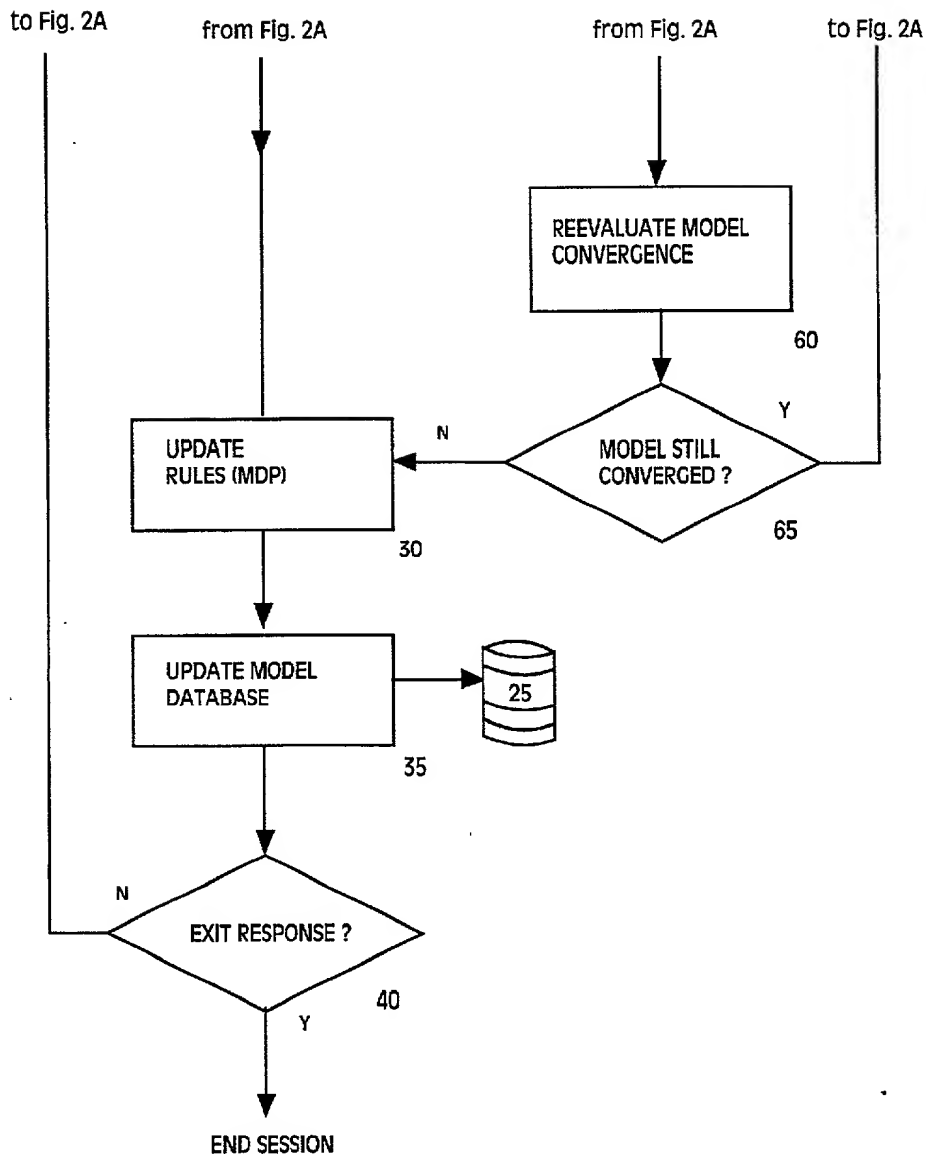


Fig. 2B



Fig. 3

5/11

44

Welcome to Acme Appliance Retail Center

Please enter your name and zip code.

Last Name:

First Name:

Middle Initial:

Zip Code:

41

Or, if you prefer to be anonymous, click here.

41

If you have shopped with us before, click here.

42

If you are a first time shopper, click here.

10

Fig. 4

6/11

Acme Appliance Retail Center

To help us serve you better,
please supply some or all of the following information:

Gender:

Marital Status:

Age:

Annual Household Income:

Number of Children in Household:

199~ To proceed, click [here](#).

60

10

Fig. 5

7/11

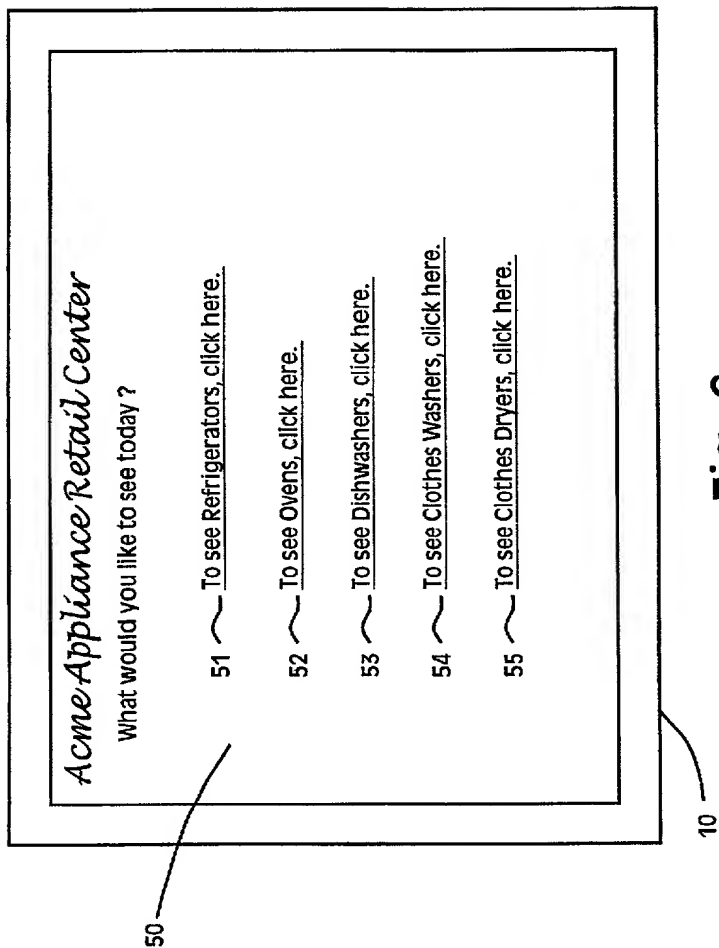


Fig. 6

8/11

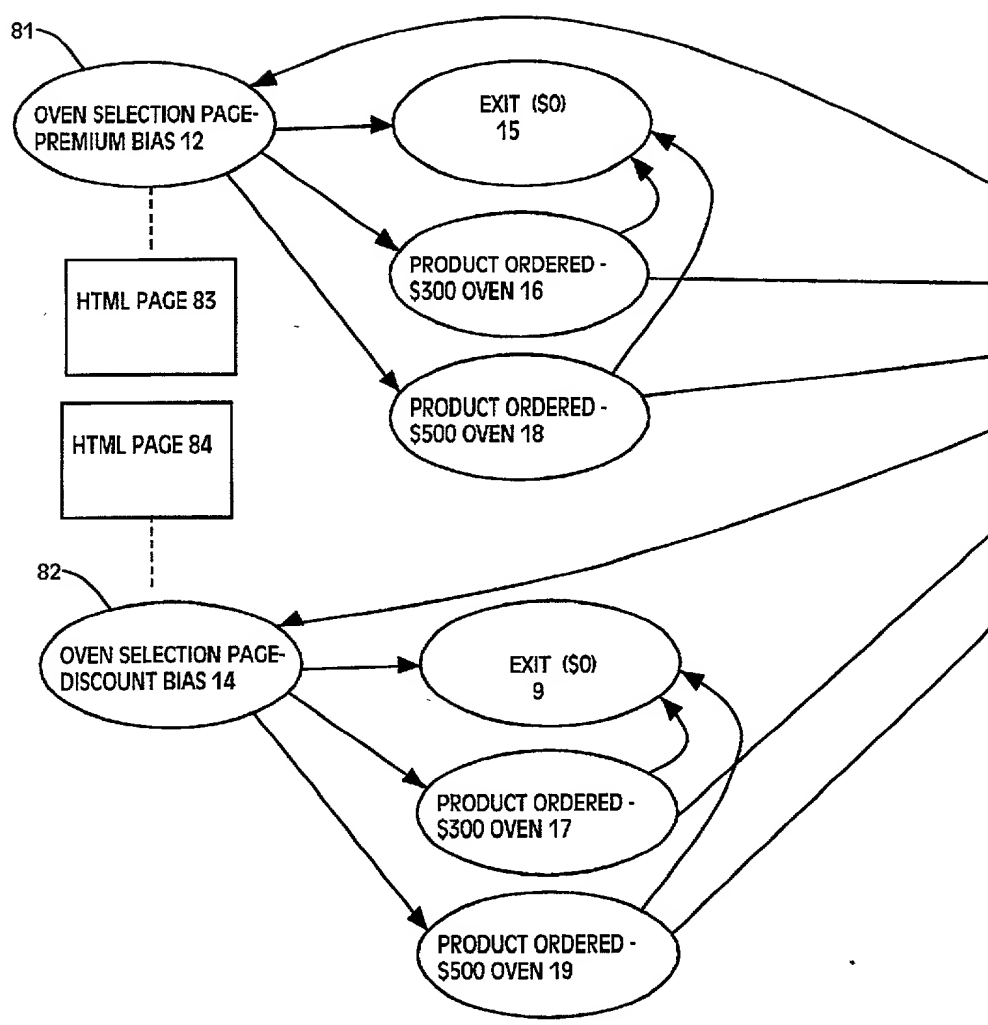


Fig. 7A

9/11

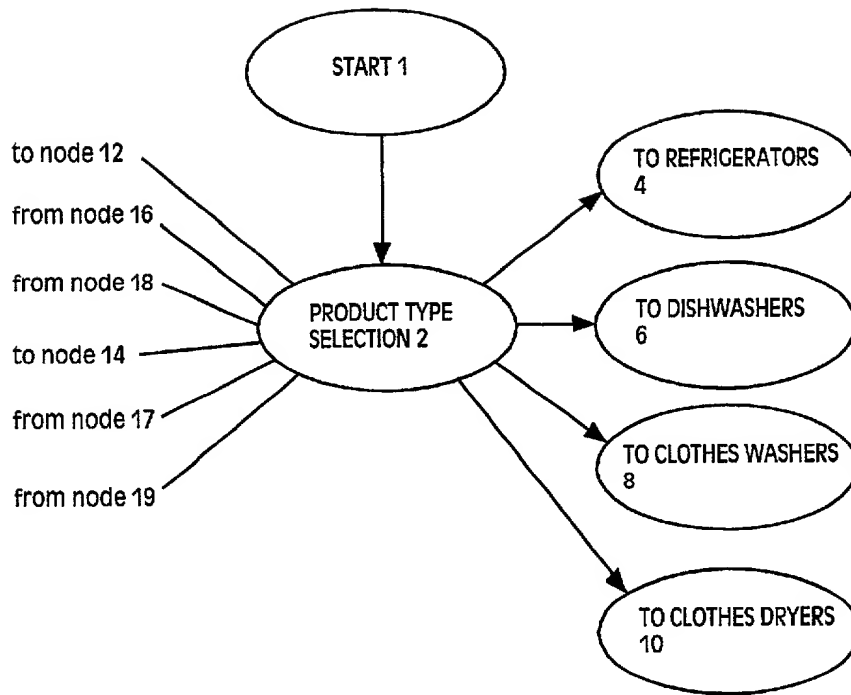


Fig. 7B

10/11

Fig. 8

Figure 8: Example of Ruleset (Converged Model - Fig. 2A, Right-hand Path)			
Rule Number (Fig. 1, 30)	Present Customer Status (Estimated) (Figure 3)	Present Customer Screen/Inputs (Figures 4-6)	Next Screen Output (Figures 7A, 7B)
R1	Unknown Avg Customer (61)	WelcomeName2/D (44)	Welcome (Fig. 4)
R2	Unknown Avg Customer (61)	Welcome/Anonymous	Appliance Selection Page (Fig. 5)
...
R75	Customer Type 1 Exploring (62)	Appliance Selection/Ovens (Fig. 6, 62)	Oven Selection, Premium Bias (Fig. 7A, 61)
R76	Customer Type 2 Exploring (63)	Appliance Selection/Ovens (Fig. 6, 62)	Oven Selection, Discount Bias (Fig. 7A, 62)
...

///

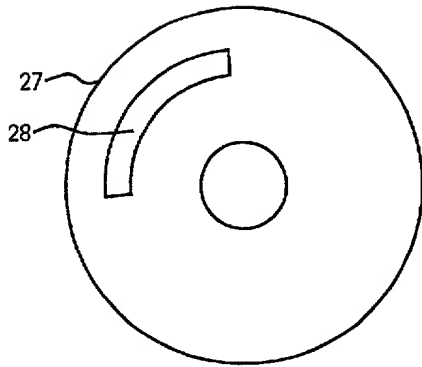


Fig. 9